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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT EXAMINING OPERATION

Applicant(s): Peter Gold et al.  
Serial No.: 10/783,733 Confirmation No. 6628  
Filed: 02/20/2004  
For: SYSTEM AND METHOD FOR MEASURING REACTIONS TO  
PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES  
OVER A COMPUTER-BASED NETWORK  
Examiner: N/A Art Unit: 2141  
Atty Docket: HAR-004

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

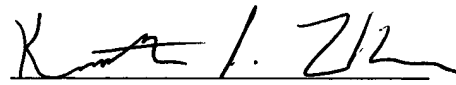
Pursuant to 37 CFR §§1.97 and 1.98, Applicants hereby bring to the attention of the United States Patent and Trademark Office, the enclosed items listed on the attached PTO-1449 Form.

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If any additional fees are required, please charge deposit account 50-1101.

Respectfully submitted,

Dated: June 9, 2004

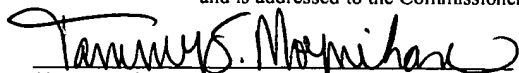
  
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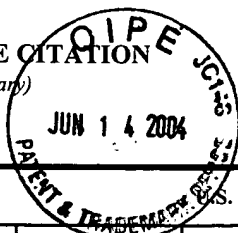
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# INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)



Docket Number (Optional)

HAR-004

Application Number

10/783,733

Applicant(s)

Peter Gold et al.

Filing Date

02/20/2004

Group Art Unit

2141

## U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

## FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO
		WO 02/103474	12/27/02	WIPO			✓	
		WO 01/09703	02/08/01	WIPO			✓	

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

		irt.org, Web Page Printout, <a href="http://developer.irt.org/script/282.htm">http://developer.irt.org/script/282.htm</a> , 2001.

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.